

## Taming the Unknown: Creating Certainty in Uncertain Times

The RealTime Economics Summit 2024 focuses on the economics behind The Business of Next-Gen Creative Technologies Across Industries and the strategies executives need to implement to thrive in times of uncertainty.

The RealTime Economics Summit is the only event to bring Executives, Practitioners, and Decisions Makers from industries as diverse as Advertising, Animation, Automotive, Architecture, Broadcast, Design & Manufacturing, Digital Fashion, Games, Immersive Experiences, Live Events, Movies, Retail & 3D Commerce, Simulation, VFX, Virtual Production, XR, and more, to discuss the hard questions about The Business of Next-Gen Creative Technologies Across Industries:

- How to navigate a faster-than-ever evolution of technologies?
- When and where to invest?
- How to measure the ROI on these investments?
- How to assess the potential benefits, risks, and implications for each organization's business strategies?
- How to ensure that bold adoption of next-gen creative technologies will ensure business growth?

## Doing more with less... always and more than ever!

"Doing more with less" has always been the motto of creative industries. In 2024, this ethos is experiencing significant acceleration for key reasons:

1. The impact of the pandemic propelled us into a brave new world of remote work, forcing us to reinvent our relationship with work and requiring executives to navigate managing remote teams while reinventing new ways to maintain coherence and identity with employees spread across the globe. While challenging, this shift has positive aspects: it accelerated the adoption of remote technologies and opened up new pools of talent worldwide.
2. The crisis that impacted the Real-Time Community in 2023, including strikes and layoffs, compelled organizations in creative industries to reinvent themselves and venture beyond their comfort zones to explore new business opportunities in adjacent industries, leveraging their expertise and technologies. They discovered that their talent, experience, and know-how are increasingly applicable to new and emerging formats as technologies and markets continue to converge, opening up new opportunities and partnerships beyond their traditional areas of expertise and market boundaries.
3. The emergence of Generative AI, Cloud Computing, Low Latency Streaming, Spatial Computing, Open Source, Real-Time & Procedural Technologies (just to name a few) has catalyzed the use of automated, rule-based processes for creating and manipulating content in real-time. This has offered unprecedented flexibility, scalability, and efficiency in content creation and delivery.

These factors are driving a paradigm shift in the creative industry, challenging executives to adapt, innovate, and thrive in this dynamic landscape.

## Ensure long term success

For C-Level Executives, the benefits of addressing these questions and mastering these topics are the guarantee they can:

- Gain a competitive edge by staying ahead of technological advancements and industry trends.
- Identify opportunities to streamline processes, enhance product quality, and differentiate offerings from competitors.
- Improve efficiency and productivity in content creation and delivery, optimizing resource allocation, reducing production time, and increasing output without compromising quality (and ideally improving quality).
- Realize cost savings by minimizing manual labor, reducing rework, and optimizing resource utilization.
- Make informed decisions about resource allocation and budgeting to maximize cost-efficiency.
- Innovate and adapt quickly to changing market demands and technological advancements.
- Foster a culture of innovation within the organization and lead initiatives to leverage procedural workflows for creative and technical advancements.
- Identify risks related to technical feasibility, scalability, security, and compliance and develop effective strategies to address them.
- Align strategies to deliver innovative and engaging experiences that meet increasingly high customer expectations and drive loyalty."

Executives who understand the impact of next gen techs are better equipped to make strategic decisions, drive innovation, optimize efficiency, and ultimately, ensure the long-term success and competitiveness of their organizations.

## A summit designed to help Executives to navigate Next-Gen Creative Technologies for Business Success.

The RealTime Economics Summit 2024 is designed to facilitate candid discussions between industry executives and help them navigate Next-Gen Creative Technologies for Business Success.

- RTES is a curated gathering, for 250 executives from real-time industries.
- Registration is invitation-only.
- The vast majority of the event is peer to peer: intimate roundtables, closed-door workshops, and networking events make up 80 percent of the schedule.
- Cameras off: to facilitate honesty and free exchange, no part of the event will be recorded.

**Strategic keynotes and straightforward Fireside Chats** provide insight on economic issues rippling across industries and how next-gen techs offer powerful tools to address those challenges.

**Closed-Door Working Sessions** are in-depth discussions of the issues that matter most.

**Networking cocktails and gala dinners** offer opportunities for one-to-one conversations, allowing for candid discussions beyond official statements.

The RealTime Economics Summit is a must-attend for those seeking to harness the transformative potential of next-gen technologies and position their businesses for success in the rapidly evolving global market.

Join us in NY on May 13 & 14, 2024,  
Tame the Unknown and Create Certainty in Uncertain Times!

Apply and get your invitation now

For more information please contact [jean-michel.blottiere@realtimeconference.com](mailto:jean-michel.blottiere@realtimeconference.com)  
[realtime.community/economics-summit/](https://realtime.community/economics-summit/)